

**ABSTRACT OF THE DISCLOSURE**

5 A dynamically illuminated product display device, system, and method includes a shelf 110  
having a series of electrical contacts 120 arranged on an upper surface thereon, the shelf being adapted for  
connection with a power source. A package 101 covers at least a portion of a product, the package having  
an electroluminescent material 105 arranged on at least a portion of an exterior surface and electrical  
contacts 115 arranged on a portion of a bottom surface and in electrical connection with the  
electroluminescent material 105, so that when the package is arranged on the shelf, the electrical contacts  
10 115 on the bottom surface of the package 101 are facing the electrical contacts 120 arranged on the shelf  
110. The product package can display a backlight, an image such as a product logo, or part or a whole  
message to enhance the possibility of consumer selection.

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